



## USDA Weekly Retail Turkey Feature Activity

Fri. Dec 09, 2005

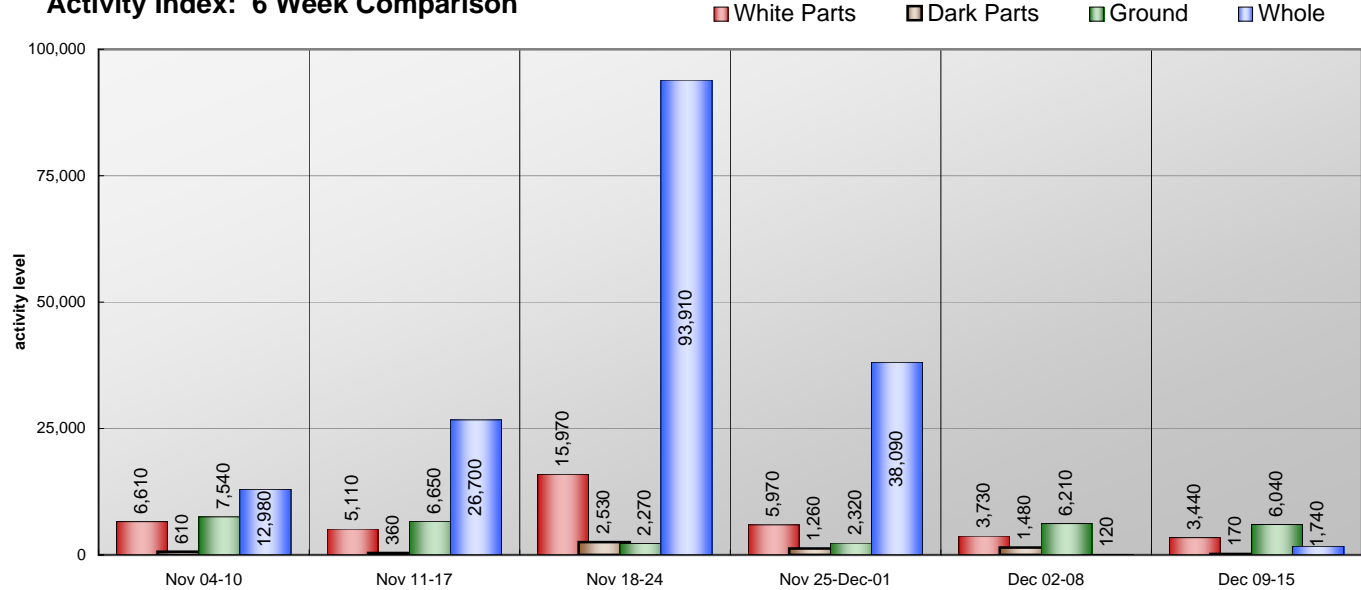
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 12/09 thru 12/15.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>39.4% of 16,700 outlets</b>		<b>37.8% of 16,700 outlets</b>	
<b>Special Rate 4/</b>	<b>6.2%</b>		<b>4.9%</b>	
<b>Activity Index 2/</b>	<b>11,390</b>		<b>11,540</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>				
Fresh - Hens	70	1.29		
" - Toms	70	1.29		
Frozen - Hens	800	0.98	60	0.79
" - Toms	800	0.98	60	0.79
<b>PARTS:</b>				
Breast:				
Bone-in, whole			120	1.99
Fresh				
Frozen	840	1.58		
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	220	1.99	170	2.34
Rotisserie	600	7.99	1,120	4.75
Boneless, whole				
Cutlets	1,010	4.00	1,160	4.25
Strips	270	3.82	550	4.19
Tenders	500	3.76	610	3.94
Drumsticks	20	1.19	320	1.54
Thighs	10	1.68	320	1.83
Wings	20	1.19	320	1.54
Necks				
Smoked Drumsticks	10	2.29	280	1.61
Smoked Wings	110	1.65	240	1.68
Smoked Necks				
<b>GROUND TURKEY:</b>				
	<b>6,040</b>	<b>2.58</b>	<b>6,210</b>	<b>2.57</b>
Patties	700	2.53	1,000	2.42
Sausage	1,320	2.46	1,390	2.23
85% lean	450	1.97	420	1.62
93% lean	2,640	2.30	2,090	2.25
Breast	930	3.88	1,310	3.86

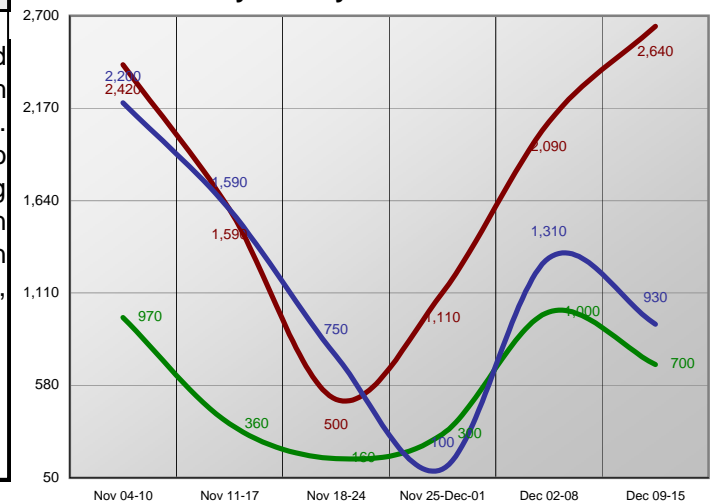
### Activity Index: 6 Week Comparison



### Turkey Featuring - 12/09 thru 12/15

Turkey retail feature activity is virtually unchanged from last week. Advertised prices are mixed with parts mostly lower and ground turkey firm to higher. Whole birds, mainly frozen, are beginning to return to store ads two weeks in advance of the upcoming holiday period and many retailers are once again promoting turkey dinners. Retailers in the western U.S. are most actively featuring turkey this week, particularly ground products.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	29.9% of 8,200 sampled outlets 4.0% of stores w/ no-price promotions Activity Index = 4,120			38.4% of 4,900 sampled outlets 5.4% of stores w/ no-price promotions Activity Index = 2,870			62.5% of 3,600 sampled outlets 12.3% of stores w/ no-price promotions Activity Index = 4,400		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens				1.29	70 1.29				
" - Toms				1.29	70 1.29				
Frozen - Hens	0.79 - 0.99	330 0.96		0.99	470 0.99				
" - Toms	0.79 - 0.99	330 0.96		0.99	470 0.99				
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.59 - 1.69	240 1.65		2.29	110 2.29		1.39	490 1.39	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				1.99	220 1.99				
Rotisserie	7.99	510 7.99					7.99	90 7.99	
Boneless, whole									
Cutlets	2.99 - 4.99	630 3.99		4.54	110 4.54		3.63 - 3.99	270 3.82	
Strips							3.63 - 3.99	270 3.82	
Tenders	3.99	100 3.99		3.29 - 3.99	130 3.91		3.19 - 3.99	270 3.61	
Drumsticks				1.19	20 1.19				
Thighs				1.68	10 1.68				
Wings				1.19	20 1.19				
Necks									
Smoked Drumsticks				2.29	10 2.29				
Smoked Wings	1.59	100 1.59		2.29	10 2.29				
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				2.50	110 2.50		2.50 - 2.99	590 2.54	
Sausage	1.69 - 2.49	280 1.96		1.99 - 3.00	290 2.83		2.05 - 2.99	750 2.50	
85% lean	1.98	60 1.98		0.99	10 0.99		2.00	380 2.00	
93% lean	1.89 - 2.49	1,170 2.29		1.99 - 2.50	600 2.19		2.40 - 2.50	870 2.41	
Breast	3.49 - 4.49	370 4.03		3.49 - 3.99	140 3.90		3.19 - 3.99	420 3.75	

Note: See page 1 for explanatory notes.